



2004 Award Winner

Nutrition Education and Promotion

Iowa Department of Education

Des Moines, Iowa

In developing a nutrition education kit for the early childhood audience, our 2004 award winner for “Nutrition Education and Promotion” solicited the participation of a variety of partners.

After receiving positive response, the agency partnered with other State agencies, universities, community organizations, CACFP sponsors and Head Start affiliates to research available materials, develop new resources, and design training.

This approach maximized the use of available funds while minimizing the duplication of effort.

The final kit includes previously available materials such as USDA’s *Menu Magic for Children*, and newly created resources such as the popular *Physical Activities and Healthy Snacks for Young Children*.

Training to demonstrate the use of the kit resources was accomplished through a “train the trainer” approach. Initially, the kit was provided to seventy-five trainers who were each expected to train a minimum of twenty-five CACFP participants. As training continues today, more than 2000 program participants have been trained.

The 2004 award for “Nutrition Education and Promotion” is presented to the Iowa Department of Education.”